



LAWTON CHILES
GOVERNOR

STATE OF FLORIDA

Office of the Governor

THE CAPITOL
TALLAHASSEE, FLORIDA 32399-0001

70: Public file
6/4/91

June 7, 1991

Ed Parker
Vice Pres./Gen. Manager
WBSF-TV
4450-L Enterprise Court
Melbourne, FL 32934

Dear Ed:

Thanks to you and the other members of the Partnership for a Drug-Free Florida, our state's communications industry is helping to make significant progress in our fight against drug abuse.

Research conducted by the Partnership for a Drug-Free America indicates that heavy, consistent media weight can change attitudes about substance abuse. Florida now has the heaviest concentration of anti-drug advertising in the nation.

Because of your significant commitment of public service advertising, the Partnership has become a national model for others to follow. At this time, six other states are studying the Florida

BREVARD HOSPICE, INC.

A Wuesthoff Affiliate

October 1, 1991

Delores McLaughlin
Public Affairs Director
TV 43 WBSF
4450-L Enterprise Court
Melbourne, FL 32935

Dear Delores:


Thank you for inviting me to lunch last Friday. The lunch was great and the conversation better. It was a pleasure meeting Mr. Parker. Your interest in community problems is commendable. It is depressing to think about how many problems we have!

I have listed below some topics we could assist you with - either as a four and a half minute update or a Sunday half hour. The first two we would really like to do to highlight National Hospice Month in November and National Home Care Week the first week in December. Please call me and we can set dates if you think they would be of interest. If I'm not in, you could speak to Pat McClain and he would pass the message to me.

1. A Hospice Overview - in November - National Hospice Month - me (or someone from my staff) discussing hospice. Also, if we can arrange, the relative (caregiver) of a patient who was in hospice to give a first-hand view of what hospice did for them. It might be possible to visit the home of a current patient and film an interview with them. A lot of the patients love to leave a living legacy to others.
2. Home Health Care - What it can do for you - Geared especially at letting elderly know their home health benefits. First of December would be good for this.
3. Care of the AIDS Patient - An AIDS update.
4. Grief and Children - Denise Stone and Marilyn Cromer.
5. Center for Cancer Care at Wuesthoff Hospital - Plans for new unit - Cheryl Lane,BSN,MS could do.
6. Stress Management - Marilyn Cromer.
7. Volunteerism - What it can do for you/volunteer opportunities in Brevard County.

Thanks again. I look forward to hearing from you.

Sincerely,



Barbara Berman, RN, MS
Director

BB:dn

cc: P. McClain
M. Cromer





**SEA PINES
REHABILITATION
HOSPITAL**

101 E. FLORIDA AVE., MELBOURNE, FL 32901
PHONE (407) 984-4600

To Public file
EP

October 20, 1988

Mr. Ed Parker
WBSF, TV43
4550-L Enterprise Court
Melbourne, FL 32935

Dear Ed:

Loved the Weekend Update you did with us on Multidisciplinary
Rehabilitation! We all had fun participating and we sincerely appreciate



SOUTH BREVARD COUNTY UNIT

*Delores
Thanks
G. [unclear]
10/10/91*

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EXECUTIVE DIRECTOR

Penny Goode
Brevard County

October 3, 1991

Ms. Delores McLaughlin
Public Affairs Director
TV43 - WBSF
4450-L Enterprise Ct.
Melbourne, FL 32935

Dear Ms. McLaughlin:

On behalf of the staff and volunteers of the South Brevard Unit, I want to thank you for donating air time to help promote our special event "Making Strides".

It is a pleasure for us to work with the corporations in the community who we know share with us the desire to achieve our goal in the ongoing Fight Against Cancer, and we are grateful for your support and encouragement.

I am enclosing a information brochure for Making Strides scheduled times, etc. If you would like to join us please come out. Guaranteed to be loads of fun.

Again, thank you for your support.

Sincerely,

Penny Goode
Executive Director
Brevard County

PG:lc
Enc. 1

File



copy

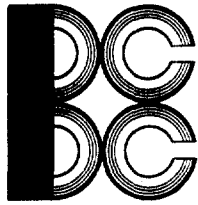
Certificate of Appreciation

Issued August 2, 1991 in recognition
of the time, effort and expertise donated by

Delores McLaughlin
WBSF TV-Channel 43

Increased public awareness can protect
Floridians' health and environment.

Florida Septic Tank Association
thanks you for caring and participating.



BREVARD COMMUNITY COLLEGE

Public file 8/13/91
[Signature]

August 02, 1991

Delores McLaughlin
4450 L. Enterprise Court
Melbourne, Fl. 32934

Dear Delores:

I certainly enjoyed the process of taping our WENDI women for your TV viewers last Wednesday. Thank you so much for your interest, and the opportunity to keep the services of our program before the public.

Enclosed is our spring newsletter, which includes an article about Loretta Magary. I thought you might enjoy her story.

Sincerely,

Kieta O. Culp

Kieta O. Culp
Program Manager
Women in Transition



Ike Keay
CHANCELLOR

BETHEL BIBLE VILLAGE

A CHRISTIAN HOME FOR CHILDREN
"PREVENTING CRIME BY PRESENTING CHRIST"



The symbol of trust

To: Public file

[Signature] 7/16/91

July 10, 1991

Ms Doris McLaughlin
WBSF TV 43
4450 L Enterprise Court
Melbourne, FL 32935

Dear Doris,

Just a quick note to thank you for the opportunity to be on your station. It was most enjoyable, and a real privilege for me to share the things that have happened to me, and as a result, our ministry to hurting boys and girls. Have you had any response from the show?

We are now home, but not for long. We leave this weekend for Romania, where we will be helping to build a small concrete medical building, hopefully helping with a local orphanage, doing some evangelistic work etc. We will be staying in the homes of the people, and this will be quite an experience. They say it is like America in the 20's. Never a dull moment, it seems.

Thanks so much for helping our boys and girls. God bless you.

Very sincerely,

[Signature]

Ike Keay
Chancellor

IK:ck



Newspaper in Education

NIE Note

11 March 1991

Delores McLaughlin
Public Affairs Director
WBSF TV43
4450-L Enterprise Ct.
Melbourne, FL 32935

Dear Delores,

Once again, thank you for your efforts on behalf of the Brevard County Regional Citizen Bee. As I told Ed, I really enjoy working with you and the rest of the great staff. Please be sure and let them all know how much I appreciate their willingness to get involved in the project.

Citizenship education depends on the support that is received from interested

October 25, 1988

WMOD TV 43
4450 Enterprise Court
Melbourne, Fl. 32935

Att.: Dolores McLaughlin

Dear Dolores,

I want you to know how very much Mr. Didd and I appreciate the wonderful program you presented last Sunday morning covering Down Syndrome and the Space Coast Early Intervention Center. It literally brought tears to our eyes.

Our daughter, Bitay, has worked so hard to establish the Center, and it is excellent media coverage like yours that will bring continued support from the community.

Thank you.

Sincerely,

Bettie Didd (Mrs. Herbert)

414 Buffalo Street
West Melbourne, Fl. 32904

March 1911

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in the Business of Education

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OF CENTRAL & NORTH BREVARD, INC. P.O. Box 538, Cocoa, FL 32923-0538 • 305/453-5718

October 4, 1988

WBSF Channel 43
4450 Enterprise Ct.
Melbourne, Florida 32935

ATTN: Ed Parker

Dear Mr. Parker,

On behalf of the Junior League of Central & North Brevard, I would like to commend your staff on a terrific Media Workshop presented to us on Saturday, September 24, 1988.

Delores McLaughlin was informative and extremely helpful in sharing her knowledge of Public Relations in the media. Bruce Elrick and Jeff Conrad were so pleasant and able to put us at ease in front of the camera effortlessly. We are extremely grateful to all three for all their work and dedication to the workshop.

If WBSF ever decides to make this workshop an annual event, please remember us for definite sign-ups. Thanks for the experience of a television studio, we might not have had a chance to experience otherwise.

Sincerely,

Shirley Buchanan

Shirley Buchanan
Public Relations Chairperson

*Delores
Bruce
Jeff*

*This is terrific!!!
Thank you.
Ed*

C.C. John Oxandine



Easter Seal Center, Inc.

450 East Sheridan Road • Melbourne, Florida 32901-3183 • 407-723-4474

April 10, 1989

To Public file

Ms. Delores McLaughlin
Public Affairs Director
Blackstar Communications of Florida
4450-L Enterprise Court
Melbourne, FL 32935

Dear Delores:

It was such a pleasure to meet you this morning. Your professionalism is a delight to watch "in action".

Thank you for taking an interest in our Center and our programs. As Joanne Corby said, we are here to serve the public and good press coverage is always needed. We are a non-profit organization and no one is ever denied service due to the inability to pay. Therefore, a TV show such as yours always results in an increase in donations for which we are always grateful.

Delores, we look forward to having you visit our new facility as soon as we move. At that time we may want to focus on our Work Activities programs and/or our daily Intervention programs for children. I will enclose a brochure which lists all our services.

Again, thank you.

With warm regards,

Judy McGinty

Judy McGinty
Director of Marketing

JM/ia
encl.

BREVARD *County*
BOARD OF COUNTY COMMISSIONERS

Public file
E. J. 3/8/89



BREVARD COUNTY ANIMAL CONTROL, 3850 Lake Drive, Cocoa, FL 32926

(407) 636-1017

2 May 1989

Carl Miller
c/o 4450 Enterprise Court
Melbourne, Florida 32935

Dear Carl:

Thank you so much for dubbing our PSA for Be Kind To Animals week. We greatly appreciate your efforts and those of Channel 43 to promote pet adoption and responsible pet ownership.

You can be assured your efforts have increased the probability of adoption for some of the unwanted pets we receive. It's nice to know there are people willing to give of their time to better their community.

If I, or any of my staff can be of service to you in the future, please call at 636-1017.

Thanks again for your help!

Sincerely,

Xan Rawls

Xan Rawls, Director
Animal Control

cc: Ed Parker

FILE COPY

TRUMAN SCARBOROUGH, JR.
District 1

ROGER W. DOBSON
District 2

CAROL SENNE
District 3

SUE SCHMITT
District 4

THAD ALTMAN
District 5

TOM N. JENKINS
County Administrator

ROBERT D. GUTHRIE
County Attorney

R. C. WINSTEAD, JR.
Clerk



BREVARD COMMUNITY COLLEGE

Ruth.

1/30/89

To Public file

CF

January 27, 1989

Ms. Delores McLaughlin
WMOD - Channel 43
4450 Enterprise Ct.
Melbourne, FL 32935

Dear Delores,

I certainly want to thank you and your staff for a "job well done" in presenting Brevard Community College's Institute of Hospitality Management television interviews on UPDATE.

Combined with your television program, and an ad which appeared in Florida Today, I received approximately sixty inquiries; and we enrolled thirty new students in a very short period of time. Terrific!!!

Again, my sincere 'thanks' for your support of the Hospitality program here at B.C.C..

Most sincerely,

John Heimann, Director
The Institute of Hospitality Management
Cocoa Campus
Brevard Community College
1519 Clearlake Road
Cocoa, FL 32922

Cocoa Campus
Clearlake Road
Cocoa, Florida 32922
(305) 632-1111

Melbourne Campus
3865 North Wickham Road
Melbourne, Florida 32935
(305) 254-0305

Titusville Center
835 Sycamore Street
Titusville, Florida 32780
(305) 269-5664



CHILD ABUSE PREVENTION

Phone (305) 632-1111 Extension 5526

3/1/89

February 28, 1989

To: Public file
EP

Deloris McLaughlin
WMOD T.V. 43
4450 Enterprise Ct.
Melbourne, FL 32935

Dear Ms. McLaughlin,

I deeply appreciate you devoting your February 19th show to Child Abuse Prevention and giving us an opportunity to appear with you on your program.

Nora Jennings and I were both very pleased and especially grateful to you for asking viewers to write their legislators regarding continuing the funding for the prevention programs. Many people have told me they saw the show and thought it was excellent.

Thank you for your concern and for your caring for children and families, and for giving us help when we need it most.

Sincerely,

Joan L. Richardson, M.A.
Prevention Coordinator



To Public file

MELBOURNE HIGH SCHOOL

74 BULLDOG BLVD. MELBOURNE, FLORIDA 32901 Telephone: (407) 723-4151

Home of the Bulldogs

THE NONGRADED HIGH SCHOOL - WHERE IMAGINATION IS AS IMPORTANT AS KNOWLEDGE

DONNA D. BRENNAN
Assistant Principal

DONALD L. BEGGS
Principal

MARK E. ELLIOT
Dean of Students

WILLIAM M. DAVIS
Assistant Principal

IOLANI M. McKNIGHT
Dean of Students

CARL R. FORTHOFFER
Director of Guidance

NICHOLAS V. WRIGHT
Athletic Director

Thursday, March 16, 1989

WMOD Channel 43
4450 Enterprise Ct.
Melbourne, Fl.
32935

To all the employees at WMOD Channel 43:

I thoroughly enjoyed Career Shadowing at Channel 43. The expertise, professionalism, friendliness, and cordiality was beyond expectation.

The video that you produced will aid in my career aspirations. My experience was extremely educational and I thoroughly appreciate the effort that was put forth to make my Career Shadowing a memorable day. If I could ever be of any service, please contact me at 899 Erfurt St. ^{NW}, Palm Bay, Fl. 32907 Ph. (407) - 676 - 3400.

Sincerely,

Shannon Turner
Shannon Turner

Eau Gallie High School
1400 Commodore Boulevard
Melbourne, Florida 32935
April 5, 1989

To Public file
J.

WBSF TV 43
Ed. Parker



Mailing:
FLORIDA TODAY/USA TODAY
GANNETT PLAZA
P.O. BOX 363000
MELBOURNE, FL 32936

Street:
FLORIDA TODAY/USA TODAY
GANNETT PLAZA
MELBOURNE, FL 32940
PHONE (407) 242-3500

To: File
[Signature]



21 May 1990

Ed Parker
Vice President & General Manager
WBSF TV43
4450-L Enterprise Ct.
Melbourne, FL 32901

Dear Ed,

Please find enclosed a thank-you letter forwarded to me from Merritt Island High School. As you can see your involvement in the program was greatly appreciated.

It was a pleasure working with you and your staff on the Citizen Bee and I look forward to our continued association.

Cordially,

[Signature]

Marisa R. Hirsche
Newspaper-In-Education Coordinator

encl

Merritt Island High School

100 EAST MUSTANG WAY

PHONE 452-1110

MERRITT ISLAND, FLORIDA 32953

HENRY D. SMITH, JR., Principal
W. J. DUGAN, Asst. Principal
KEN GASLIN, Asst. Principal

ROBERT L. THOMAS, Dean
DORIS E. GLENN, Dean



May 16, 1990

Ed Parker
Vice President & General Manager
WBSF TV43

Dear Mr. Parker,

Thank you very much for your sponsorship of the Citizen Bee Competition. The students from Merritt Island High School truly appreciate your generous contribution to their education.

As you know, one of our students, Kurtis Krake, won the district Citizen Bee and went on to the state competition. The professional manner in which you organized and taped the competition was instrumental in his, as well as the other students, success.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Joan Trentham".

Joan Trentham
Social Studies Department Chairman

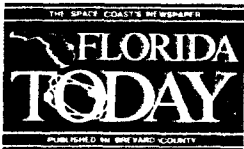


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P.O. BOX 363000
MELBOURNE, FL 32936

Street:
FLORIDA TODAY/USA TODAY
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MELBOURNE, FL 32940
PHONE (407) 242-3500

TO: Public File 3/13/90

We donated studio time,
air time and manpower
for production of the
"Citizen Bee" which will
air on TV43 for one hour
on 3/18/90 *[Signature]*



12 March 1990



Dear Newspaper-In-Education Sponsor:

On behalf of all the teachers and students who have been fortunate to benefit from your generous participation in the FLORIDA TODAY/USA TODAY Newspaper-In-Education program, we thank you!

NEWSPAPER-IN-EDUCATION WEEK 1990 was celebrated March 5 - 9. Co-sponsored by the International Reading Association and the American Newspaper Publishers Association, this celebration is designed to promote literacy and the strong educational value of newspapers. This year over 30,000 schools nationwide were expected to participate.

In recognition of NIE WEEK, FLORIDA TODAY ran a 1/4-page ad saluting this year's program sponsors. We have included a tear sheet of the ad for you.

Again, thanks for your commitment to education. We look forward to your continued support and participation in our program.

Most sincerely,

[Signature]

Marisa Hirsche
Newspaper-In-Education Coordinator

encl

11-990

United Feature Syndicate, Inc.

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KEY TO UNLOCKING THE
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MELBOURNE, FL 32936

Street:
FLORIDA TODAY/USA TODAY
GANNETT PLAZA
MELBOURNE, FL 32940
PHONE (407) 242-3500

3/19/90
Public file
EP



March 16 1990

Ed Parker
General Manager
WBSF TV 43
4450-L Enterprise Ct.
Melbourne, FL 32935

Dear Ed,

I would like to extend my thanks to you and your staff for helping to make the second Brevard Citizen Bee such a great success. I appreciate the sincere interest you took in making the students comfortable.

It was a great pleasure working with you and the staff again this year. I look forward to our continued relationship on this and future projects.

Cordially,

Marisa

Marisa R. Hirsche
Newspaper-In-Education
Marketing Coordinator

Public file
E. Parker 7/31/91



July 23, 1991

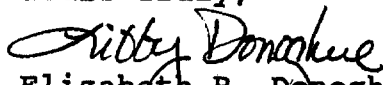
Mr. Ed Parker
General Manager
WBSF-TV43
4450 L Enterprise Court
Melbourne, FL 32935

Dear Mr. Parker:

In case you missed it, I've enclosed a copy of the Thank You advertisement which appeared in Florida Today on the 16th. It will also appear in the Crisis Services newsletter which should be out within a couple of weeks.

Thank you again for supporting Crisis Services through your sponsorship of the **Party At The Pier**; as you know, the funds we raise through this event help support the Crisis Line and other programs. Hope to see you again next year!

Yours Truly,


Elizabeth B. Donoghue
Executive Director

P. O. Box 56-1108
Rockledge, Florida 32956-1108
(407) 631-9290
Crisis Line 631-8944

A United Way Agency

CRISIS SERVICES OF BREVARD, INC.

*Wishes to gratefully acknowledge the contributions of the
following businesses, Organizations & Individuals to the
Party At The Pier, May 21, 1991*

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THE COCOA BEACH PIER
RICHARD STOTTLER**

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AUCTION ITEMS

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